



THE DIALECTICAL INFLUENCE OF MASS MEDIA AND SOCIAL COMMUNICATION PROCESSES ON INNOVATIVE THINKING

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ABSTARCT

The concept of “mass media” is derived from the French word “moyens dinformation de masse”, which has been in scientific use since the 1960s. Its main feature is the open delivery of information to the public through technical means (newspapers, magazines, radio, television, telephone). Some experts suggest that it is a tradition to direct information from top to bottom, so it is better to use the category of "mass media" instead (see M. wikipedia org). Sometimes the term "mass media" is used among them. In the Uzbek language, especially in journalism, these categories are not discussed, they are collectively referred to as “massmedia”. In our opinion, it is possible to include one or another category in terms of expressing different opinions, conducting etymological analysis, especially in terms of being operative, objectivity and emotional perception of information. For example, we sometimes use the terms "media information", "media center", "media analysis" instead. The most important thing is that the media perform their functions (media functions). The scientific literature reiterates the existence of different typological features of the media and divides them into transnational, national, regional and local views. Indeed, media centers are located according to the signs of distribution in this social geography, cyberspace, each media center operates in a specific geographical area, space, address. However, they can also use transnational information due to their freedom of information dissemination. In this case, even the district newspaper or regional television seeks to create and use a global database[1].

Mass media can also be classified according to audience. For example, there are newspapers and magazines for young people, for schoolchildren, students, the elderly, doctors, scientists, diplomats, surgeons, young researchers, housewives, cooks. This media is driven by the interests of a specific audience and meets their information needs. The media can also be grouped through written, oral presentations, websites, democratic nature, whether private or public, the quality of access to and dissemination of information, and signs of publication. It is the task of journalism to analyze and reveal their internal functions and characteristics. The main function of the media (media centers) is to inform the public about the news and changes in society. Every society that seeks to establish democratic values seeks to seize the opportunities of social media centers and media outlets. Because democracy and





pluralism are compatible. Social communication processes, which are a barometer of public life, primarily affect the minds, perceptions and outlooks of people through the media, creating an "media culture" environment [2]. The multifunctional features of media centers shape the "media culture" primarily through social consciousness, social thought and social imagination. Hence, the impact of the media on the formation of innovative thinking needs to be explored through these subjective phenomena. There are specific fundamental aspects of the media. One of them is the participation of the information subject (journalist, publicist, author) in the activities, programs and programs of media centers, primarily as a creator. Based on their rights to freedom of speech and creativity, these entities organize events in media centers, conveying to the public their views and recommendations on this or that issue. It is only through the creativity of the subjects that the media centers become institutions of true creativity, creative inquiry and the formation of social consciousness. Media centers are an area for the dissemination of the views of the subjects, a means of effective and operative influence on social consciousness. Therefore, it is necessary to study the activities of media centers, first of all, through the function of creativity, "thinking invention" (I.I.Lapshin)[3].

After analyzing the processes of philosophical, thoughtful invention, I.I.Lapshin, a true creative, unique thinker, disrupts the usual relations between A and B (dissociation) and forms "new associative ideas" about the unusual relations between C and D. However, for this, the creator must have "a wide field of combination" and "moving elements in the field of a wide combination of ideas."

(See Lapshin I.I. Philosophy of Invention and Invention in Philosophy. - Moscow: Respublika, 1999. P.91.). "Combination of broad imagination" is the ability of the artist to effectively use the means of imagination, ingenuity, artistic, aesthetic and technological. Media centers carry out their activities and events through a comprehensive approach.

The second important factor influencing the strategic planning of media centers is ethno-traditions. If in the West the will and rights of the individual are recognized as a stable ethno-tradition, and the activities of all institutions are directed to the protection of the interests of the individual, in the East this ethno-tradition is manifested in communism. The tradition of supporting community coexistence, the commonality of beliefs, the way in which mutual support is a way of life, the tradition of putting the interests of ethnos, people and tribes above personal desires are the hallmarks of this communism. These ethno-traditions cannot be ignored when media centers strategically plan their activities, as their information products must meet the spiritual needs of specific people, population and ethno-environment. For example,





can the media centers in Uzbekistan not be the result of democratic changes in our society? Is it possible that when they rely on democratic principles, they do not take into account the features of the Uzbek ethno-traditions, the communist way of life? Of course, not. Uzbekistan has set a strategic goal not to build an abstract democratic society, but to build a democratic society that meets the historical and cultural development, mentality and aspirations of the Uzbek people, aimed at meeting the specific interests and needs of our people. This means that media centers and media outlets take on a mission, direction and support from this strategic goal.

There are different views and conceptual views on the internal activities of media centers. Their internal activity and position show that they are democratic institutions, centers of influence on social consciousness. In developed countries, media centers are characterized by the fact that they raise specific social environmental problems and solve them on a national, ethnic scale.

Journalists also strive to turn a seemingly personal problem into a nationwide, nation-level problem, considering it as a professional duty to create sensation, noise from a simple event. In their view, the fact that the media is a democratic institution is due to the fact that it draws the attention of society and the state to the simple, insignificant reality. Organizing internal activities in this way, on the one hand, gives media centers independence and, on the other hand, imposes on them the responsibility to take responsibility. In any case, the organization and management of internal activities requires the activities of media centers, their services in accordance with the requirements of the time.

Providing media services are one of the marketing requirements. One of the laws of marketing is to organize the activities of the media in accordance with market requirements. Therefore, expanding the range of media services and finding the necessary costs will allow the media to expand the scope of social communication, and on this basis to promote innovative ideas. The point is that media centers are tasked with teaching society, people to think innovatively. Social communication is the creative communication between the media and people who are prone to such thinking. This is due to the fact that communication and communication take place in the model of the subject, if the use of information and communication media that do not meet the requirements of this model does not lead to the expected result of the media. Studies of media centers in recent years have shown that where the subject model is formed, the dialectical relationship between the media and the audience, the relationship that corresponds to each other's fundamental interests, innovative research is perceived as an objective necessity. For example, it was an innovative idea in the 1980s when a market economy or economic management model was proposed





instead of an administrative management system. There was a great deal of controversy in the media at the time, and the apologists of Soviet and totalitarian rule denounced the market economy as a bourgeois invention and a method of bourgeois enrichment, a departure from the path of socialist civilization. Although all the republics that emerged from the post-totalitarian system advocated market democracy, its application to social existence, people and society was not easy. These conflicting processes are still an obstacle to innovative change, albeit not always open and transparent. Forces prone to democratic renewal, on the other hand, are forced to radically introduce innovation.

Media centers are interested in almost all spheres of public life, providing materials to the public. The variety of materials presented shows how much the media is aware of society, social life and problems. This requires a journalist to be highly competent, knowledgeable and aware of problematic details. Extensive communication of the media with the society must be combined with the intensive knowledge and professional skills of the journalist. It is true that it is inappropriate to require a journalist to be knowledgeable in all areas. That is why the media attracts artists who are aware of the social sphere, who are able to write articles and make speeches that shape the minds and worldviews of students with their unique views. This collaboration is organized by media executives, department heads, secretaries or groups of journalists. Renewal and modernization of information technology is one of the requirements of scientific and technological progress, the information age. The update of information technology must comply with the laws of information update. It is effective, popular, and enlightening when new information is disseminated using new technologies. The connection between the extensive dissemination of new information and the intensive development of technology is a guarantee of the spread of innovative ideas. As the current era of scientific and technological progress, the "Fourth Revolution" (K. Schwabs) creates technologies that quickly disseminate and popularize new information, media centers cannot stay away from these processes and opportunities. The scientific and technical discoveries being made today are the products of the intensification and deepening of knowledge. The penetration of nanotechnology, Internet sites, bloggers, media into the medical, commercial, financial, public services, social communication systems is diversifying the activities of information institutions. Now we also have to worry about ensuring their quick and effective impact when we need new information. It encourages us to strive for innovative discoveries and live by promoting them.

Today, media centers have the ability to quickly disseminate world events, news and scientific and technical discoveries. Spreading scientific and technical discoveries on





the national soil, attracting the attention of patrons, as before, does not require 10, 40 years and sometimes centuries. The speed of information dissemination is one of the main features of the XXI century. Therefore, the main task of media centers will be to draw the attention of sponsors and investors to new information. Now, scientific and technical information is no longer just an expression of interest, it encourages people to create intellectual property as subjective determinants (innovative ideas, theoretical developments, projects, modeling) that serve to ensure innovative development, and society makes welcoming innovative change a way of life[4]. These processes do not evolve all at once, conservatism in the mind and ethno-thinking has a long-term negative impact, preventing the transformation of innovative thinking into a national value. However, the fact that the achievements of highly developed countries are due to scientific, technical and innovative development leads us to such optimistic conclusions.

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